

# PRESS RELEASE



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## Laurie Butz of Capital Credit Union joins New North board of directors

*Regional leader brings skills in financial services, human resources, organizational development*

NEW NORTH, January 25, 2024 – Laurie Butz of Capital Credit Union, a regional business leader for three-plus decades, has joined the board of directors of New North Inc., the regional economic development corporation for the 18 counties of Northeast Wisconsin. She was advanced by New North’s board development committee earlier this month and subsequently approved by the Board.

“We are pleased to welcome Laurie to the New North board,” says Barb LaMue, president and CEO of New North Inc. “She brings a strong background in financial services, along with human resources and organizational development. Just as important, Laurie has been an involved leader in our region, serving a number of nonprofits.”

**Laurie Butz** is president and CEO of Capital Credit Union, a financial institution serving more than 120,000 members throughout 12 counties in the New North. She began her current position in November 2021 following two decades at two other financial services firms in the region. Over the course of her career, Butz has held leadership roles in human resources and organizational development, among other areas. She also spent 11 years combined locally with customer-focused companies Alta Resources and PacifiCare/American Medical Security (now United Health).



Laurie Butz

A lifelong Green Bay resident, Butz holds a bachelor’s degree in business administration-human resource management from the University of Wisconsin-Green Bay and an MBA degree from the University of Wisconsin Oshkosh.

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New North, Inc., is a 501(c)3 non-profit, regional economic development corporation fostering collaboration among private and public sector leaders throughout the 18 counties of Northeast Wisconsin, known as the New North region. The New North brand unites the region both internally and externally around talent development, brand promotion and business development, signifying the collective economic power behind the 18 counties. The counties include Brown, Calumet, Door, Florence, Fond du Lac, Green Lake, Kewaunee, Manitowoc, Marinette, Marquette, Menominee, Oconto, Outagamie, Shawano, Sheboygan, Waupaca, Waushara and Winnebago. [www.thenewnorth.com](http://www.thenewnorth.com)

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